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JULY 1942

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CONSUMERS' GUIDE



Peaches aplenty

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A peach of a report

It's about a fruit you like, and it means you're due for your fill this year

YOU don't need to take a public opinion poll to find out that peaches are something special to pretty nearly everybody. Just listen to them talk. Sooner or later, even you will flatteringly call something a "peach" that isn't a peach. People are that way about this delectable fruit.

You can imagine, then, what hat-in-the-air throwing there will be this summer because all reports indicate that a big crop of peaches is on the way. They come from orchards in Georgia, the Carolinas, and Arkansas. California's peach crop looks good. From Pennsylvania, New York, New Jersey, come favorable reports. Even though frosts this spring did heavy damage in some Midwestern States, 1942's peach total for the whole country looks like a whopper. Last year's crop, the second largest of record, was 69 million bushels. Maybe that can't be equaled this year, but there's no doubt at all that peaches in quantity will be on hand for dessert, for canning, for drying.

Prospects for future big peach years are bright, too, though peach growing is hazardous. Blight, scale and pests that destroy the not very hardy tree make peach orchards a speculation. In the Middlewest where late frosts are common, peach growers count themselves lucky when they get a peach crop 2 years out of 5. Sometimes they lose even the trees themselves. Market conditions that bring low prices when peaches are plentiful add to grower's uncertainties.

DESPITE ALL THESE DISCOURAGEMENTS, peach plantings are on the rise. In 1940, the last year we counted them, 69 million peach trees grew in our orchards, compared with 67 million in 1935. Although the number of trees of bearing age slid off, the number of trees growing up to the bearing age jumped from about 13 million to almost 22 million. In North and South Carolina and Arkansas, new peach plantings have been especially heavy in recent years.

Peach varieties are as numerous as peach preferences. You can choose either white or

yellow-fleshed, large or small, thick or thin skin peaches. Both white and yellow varieties may have flesh that comes away easily from the pit—the freestones—or that is hard to separate from it—the clingstones.

CALIFORNIA GROWS THE YELLOW CLINGSTONES used chiefly for commercial canning because they hold their shape well and California freestones make most of the dried peaches you find in markets. Most of her clingstones are canned, and almost half her freestone crop ends in the drying trays. The principal western peach that comes fresh to eastern markets is a fancy, large, luscious Elberta.

Earliest eastern peaches found in market are soft white-fleshed clingstone varieties like

the Mayflower, Uneeda and Early Rose. These varieties begin to reach northern markets in late May or early June, are good for dessert but make poor canners.

Next to ripen in eastern areas is a freestone, the white-fleshed Hiley. A fine dessert peach, it also makes a good canner, though many people prefer the yellow-fleshed peaches. Later white-fleshed peaches include the Cumberland, the Raritan Rose, and the Belle of Georgia whose later season makes it a competitor of the Elberta.

Among the early yellow freestones, the Golden Jubilee ripens first, then Triogen and Halehaven. Newcomer to the group is the promising Redhaven, which ripens even earlier than the Jubilee. Developed in Michigan, by plant scientists on the lookout for



YOU have a vitamin stake in these plump, succulent, sun-blushing peaches, but to the man who grew them they hold at least part of his livelihood for a year. It makes a big difference to him how large your peach appetite and pocketbook are. The more you buy the more you encourage peach growers to stay in the business of supplying you bountifully.

new peach varieties that combine high quality fruit and greater juiciness with the ability to stand long distance shipping, the Redhaven's popularity with growers is increasing.

But the late-ripening Elberta remains the favorite dessert peach in face of all competition from the younger rivals. About half the peaches grown in the Southeast are Elbertas. Yellow-fleshed with deep red around the pit, firm for shipping, juicy and sweet, this ever-popular peach floods the markets in July and August. It's a favorite of home canners, too.

YOU DON'T HAVE TO BE A PEACH EXPERT to pick out good ripe peaches when you buy. First, to tell whether a peach is fully ripe or not, look at the ground color, not the rosy blush which varies in size and intensity with the variety of peach. The ground color should be whitish or yellowish, rather than greenish and pale. Peaches that were picked too early will look shriveled, have rubbery, tasteless flesh, will never ripen.

A good peach should be firm, too, and without blemishes. Overripe peaches, that you can recognize by their softness, bruise easily, are good buys only when you plan to use them at once. Look out for small holes from which a gummy substance oozes. They are signs of worm injury. Round brown spots on the peaches indicate a decay that will spread rapidly and cause the complete loss of your fruit. And, avoid peaches with growth cracks; they will soften and go to waste quickly.

If you're buying peaches for home canning, select them with special care. Only the best are good enough to be worth canning.

Fully ripe peaches should go into the refrigerator at once when you get them home. Slightly green peaches you can keep at room temperature until they ripen. And, remember if you must let sliced peaches stand for awhile before they can be served, squeeze a little lemon juice over them to keep them from darkening.

LUCKILY WE'RE GOING TO HAVE EXTRA sugar for home canning of fruit this year. All you need to do to get your right to buy what you need is to get a sugar purchase certificate from your sugar rationing board. You may buy one pound for each 4 quarts of canned fruit you intend to put up, and an extra pound for each member of your family to use in making jams and jellies.

So, with peaches galore and sugar for preserving them, make yourself a committee of one to let no peach go to waste this year.



FEDERAL quality grades for peaches help growers, shippers, and dealers, but by the time peaches are piled up on your grocer's counter, official quality grades are not much use to you. But after all, you can see and feel for yourself the quality of fruit you want to buy. It will help you, if you learn the different types of peaches described in this story.



EVERYBODY has his own favorite when it comes to ways of serving peaches, fresh, cooked, and dried. Maybe your menfolk "go" for a peach pie, made with fresh fruit and not much sugar. The smart meal planner will keep one eye peeled for peach bargains, then contrive many different ways to use peaches at breakfast, lunch, and dinner.

One million Paul Reveres

They are getting set to carry war news from Washington to 13 million families in America's villages and farms

TAKE OUT your watch. Look at the minute hand. It's exactly 9 o'clock in the morning. You have just received some important news from Washington. Washington wants you to pass it on to as many of your friends as you can reach by the time that minute hand has moved around to 5. How many of your friends can you reach by 9:05 a. m.?

Suppose, now, you were given 5 hours in which to spread this news around. By 2 o'clock in the afternoon you must report back to headquarters the exact number of people who have received this message from you. How many names do you think you can report back?

Now look at your calendar. It's Wednesday, July 15, say. This time you are going to be given 5 days in which to broadcast an important war message to as many people as possible. Not hit-or-miss broadcasting, mind you, but something planned and checkable. And not idle gossip either, but war news, straight facts that people must have so they can gear their work and their money and their time into war. Just 5 days, that's all the time you may have to get this news into circulation. How many names and addresses would you have on your list by Monday, July 20?

OF COURSE, YOUR FAMILY WOULD BE ON that list. They'd be the first to get the news from you. Your neighbors would be there, too, because you'd talked to them. If you had the use of a telephone, you could add the names of some friends you hadn't seen, but talked to. You might have sent wires to relatives and friends in a distant city. Newspapers and radios reach a lot of people, and you might have told your story through them, but you wouldn't know for sure just who read the paper or listened to the program X, so you couldn't write down many names. But that's what Washington wants: assurance as to who gets the news. Because Washington wants to make certain that everyone hears it.

Seeing that this information gets to every rural family is a job that the Secretary of Agriculture has placed in the hands of the Department of Agriculture's Extension Service.

What can the Extension Service do to assure that each family in the country is informed about "all phases of Agriculture's wartime program?"

How fast can it work?

In how many days from the time news flashes out of Washington can the last rural family be reached?

MINUTES, HOURS, DAYS IN WARTIME ARE precious. Thousands of lives can be saved in minutes. An extra hour of work on every farm in the country can add up to tons of food, and food wins battles. A day's wasteful use of farm machinery can keep factories from turning out war goods for a year, and nations have been wiped out in less than a year.

Agriculture's Extension Service has gone to work. It's counting minutes, hours, and days. Its goal is to get lines of communication so perfectly strung across the country that within 5 days from the time war news from Washington reaches local neighborhoods the very last rural family in every neighborhood in the whole United States will have heard it.

THIRTEEN million Americans live in the country, $6\frac{1}{2}$ million of them on farms, and $6\frac{1}{2}$ million at crossroads and in rural communities. Now all 13 million of them are bound together in a communication system manned by more than 1,000,000 volunteers.

The United States boasts $6\frac{1}{2}$ million farm families. Another $6\frac{1}{2}$ million nonfarm families live in the country. These 13 million families include some 57 million people. They are scattered over 3 million square miles. Some of them live close together, close enough so they can talk over the back fence. Most of them are separated by yards, or rods, or miles, from their neighbors—30 and 40 and 50 miles in the mountains, in the deserts, along lonely roads.

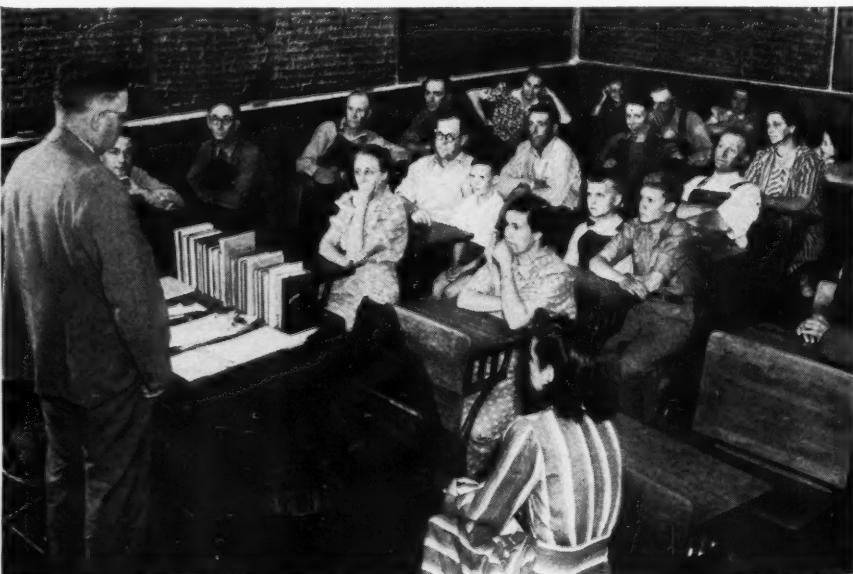
To spread the news, somebody must work at spreading it.

Telephones can reach some rural families, but somebody must ring the telephones.

Radios reach many farm and rural families, but somebody must flash the news over the radio and be sure that radio dials are tuned to the news.

Mailmen carry pouches full of newspapers, bulletins, and letters to millions of rural letter boxes, but somebody must see that newspapers, bulletins, and letters carry the news, and make sure, too, that the news is read and understood.

Who's to see that Jed Peters, living 3 miles out from Hollow Junction, gets the news?





EXTENSION Service workers, AAA committeemen, and other field services have always had their connections leading to farm families, but now the neighborhood leadership communication system calls for a 2 person, man-woman, team for each 20 rural families.

He has no telephone. He has no radio. He has to drive 3 miles to the village grocery to get any mail. There Sam Weeks, in between selling flour and fatback, stuffs mail into Jed Peters' box. Jed Peters' mailbox is usually empty, because his kinfolk aren't given to writing, and in ordinary times nobody thinks much about Jed. So Jed doesn't hurry to drive in just to collect the mail. Now that tires are hard to get, and gasoline is scarce, Jed thinks twice before he uses his ramshackle old car to carry him to an empty mailbox. Yet Jed is in on this war, just as much as some big life insurance company's hired help is in on it.

AGRICULTURE'S EXTENSION SERVICE NOW has undertaken to see that the Jed Peterses, along with 12,999,999 other rural families, get the war news, get it quickly, and get it straight.

That's a whale of an organization job. Fortunately, the ground work for it has been well laid. Ever since the last war, the Extension Service has been stringing its lines of communication, through State officials, county officials, and local voluntary workers.

When the first shots in this war were fired, Extension headquarters in Washington had its lines all strung direct to State Directors of Extension in each of 48 States. These State Directors could reach quickly county Extension officers in 3,000 counties. County officers, in turn, had on their lists the names and addresses of no fewer than 752,289 men, women, and young people who were accepted and functioning unpaid leaders in their com-

munities. All of these people were experienced in getting cooperative action among farm people in passing news from farm families back to the Government.

Even so, existing Extension communication lines were not reaching every last rural family that must be reached in wartime. So now Extension is going after more hundreds of thousands of local leaders.

This is the goal it has set for itself: 2 neighborhood leaders to not more than 20 families. That means mustering a volunteer staff of 800,000 leaders in 250,000 farm neighborhoods, and 300,000 "block" leaders

in 150,000 rural nonfarm units. Tying them together will be 90,000 community chairmen in 45,000 rural communities.

MAPS OF RURAL COMMUNITIES ALL OVER the country are being roughed out, to show the neighborhoods within them. Each community is often a medley of a dozen small neighborhoods, groups of families with some common tie. Maybe they send their children to the same school; maybe they attend the same church; perhaps they buy at the same stores. Specialists are helping to mark out *Concluded on page 15*

NEIGHBORHOOD leaders must be within walking distance of the families for whom they are responsible as news reporters and fact gatherers. That's one reason why groups are kept small. If telephones don't reach everyone, leaders must find some other way.



Your money now must work overtime

Each dollar counts, but do you count each dollar to make sure it goes for absolute necessities?

ON the home front you can tell where you stand, not by looking at a map stuck with thumbtacks, but by looking at your budget.

Are you buying your share of the billions of dollars of war bonds that must be bought?

Have you stopped buying everything except absolutely essential goods and services?

Are you cutting out installment purchases and paying off your debts and mortgages?

The President has asked each man, woman, and child in the Nation to control his spending and saving as a part of the large program designed to keep the cost of living down.

Maybe you don't keep a written budget, or maybe your budget is so complicated you can't report on how you are doing without a lot of figuring.

Here is a simple wartime method of keeping a budget which will help you do the job in your household.

To operate this budget, you don't need to do much more than you usually do when pay day comes around.

What do you do when pay day comes?

Chances are you take a piece of scratch paper and you write down how much money you are getting. Then you jot down all your expenses and bills and add them up. If the total comes to more than your pay, you go over the list and reduce payments here, cut down payments there, until finally you have brought your pay into balance with the bills you intend to meet. You pay your bills, check them off on the scratch paper, and finally toss the scratch paper away.

WITHOUT REALIZING IT YOU HAVE invented an excellent budget method by which you very sensibly allocate the money you get between past expenses, future expenses, and current expenses.

You should have diagrammed the idea and patented it. But since you didn't, here it is diagrammed for you. Not just for you, either. It's for the whole family, because the best budget plans are worked out cooperatively, with the Mr. and Mrs. and all members of the family who know enough to count to 100, all gathered around.

First, get yourself a copy book, the kind you get for a nickel at any stationery store.

Suppose next pay day is July 15.

At the top of the first page write down the heading: "Plan for spending pay check."

Next write down the amount of your pay check. Let's say it is \$50.

Now below the amount of your pay check write down all the *current* expenses you have to meet with those \$50.

War bonds (that comes first)

Food

Rent

Gas

Light

Dress for the Mrs.

Sun suit for the kid

Lunch money for yourself

Movies, newspapers

Put everything down. Now add all that up. Subtract the total from your salary.

BUT WAIT A MINUTE, YOU SAY. YOU HAVE past debts to meet, and you have to put something aside for big expenses ahead, like your insurance payment due next month, and you want to buy a coat for Johnny in the fall.

True enough.

First, let's consider the debts; that is, the payment for the things you bought in the past.

Turn to the back page of your note book and write across the page, "Plan for paying debts."

List here every debt you have. If there are installment debts, note the amount and due date of each payment.

Decide how much you want to pay on each debt your July 15 pay period. Add up the amounts. Go back to page one and list the total payment you are going to make on debts along with current expenses.

Okay, that is done.

Now for future necessities, like the insurance you have to pay next month and the coat your son is going to get in the fall.

Turn to the next-to-the-last-page in your note book and write down, "Paying for the future." List all the big expenditures you plan to make during the next 3 months, say. Make a note of when they will occur. Total them up.

Now work out how much you will have to

put aside each pay day in order to have enough money to meet these expenses when they do come due.

Say it is \$8 a pay day.

(It's a good idea to have a page where you write down the amount of your savings each pay day as you put them aside, and note withdrawals as you make them to meet these future payments.)

Back, now, to the page in the front of the book, headed "Plan for spending pay check." Write in under the current expenses, and payment on past debts, your intended savings for future payments.

Add up the 3 allotments; the past, the present, and the future.

Let's suppose it comes to \$72. But you have only \$50. Obviously you must cut down somewhere.

Go back over your plan, and see where you can cut down. You are only kidding yourself if you cut down on the amount you allot for food and go on spending what you have always spent. That way you only run short between pay days.

Perhaps you have tried to pay off too many debts at one time. Reduce the payments. Don't erase, just cross out.

Suppose somewhere between July 15 and your next pay day something unexpected comes up and you can't pay a debt as you planned, or you can't get the dress for Susan.

DON'T GET SORE AT YOUR BUDGET. JUST GO back to it and cross out the thing you didn't do, and put in whatever it is you have had to pay.

Next pay day, turn to page 2 in your budget book and work out a plan for spending that check the same way.

Keep your past payment page (the debts) and your future payment pages up to date.

When you do go about making a plan for spending the new pay check, refer to the last plan.

Keep your budget planning going from pay day to pay day and the first thing you know at the end of 4 or 5 months you will have a completely accurate account of where all your money went and goes. You will be able to look at your book and see how you have finally got your debts under control.

Reserve for the future

Date	Deposit	Withdrawal	Balance	Use
1/1/	mm m	mm mm	mm	

Paying for the future

Paying for the future		
Expenses to come	Amount	Date due

Paying for the past

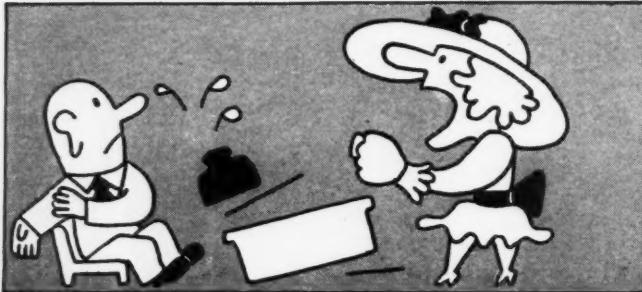
Persons owed	Amount	6/4	4/4
Wm & Company	6m	m	
Wm	m	m	

Paying for the present

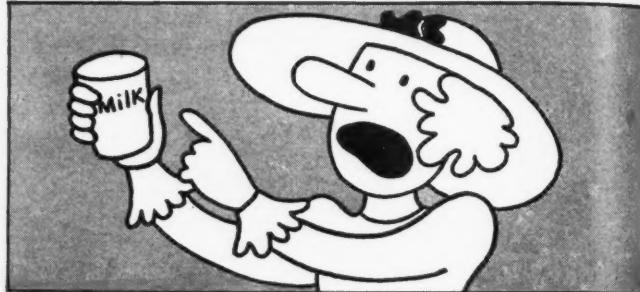
For the present		
Pay period	Pay period	Pay period
Paycheck	\$50.00	
Paycheck		
Paycheck		
Food	\$44.00	
Gas	\$10.00	
Gas	\$10.00	
Gas	\$10.00	



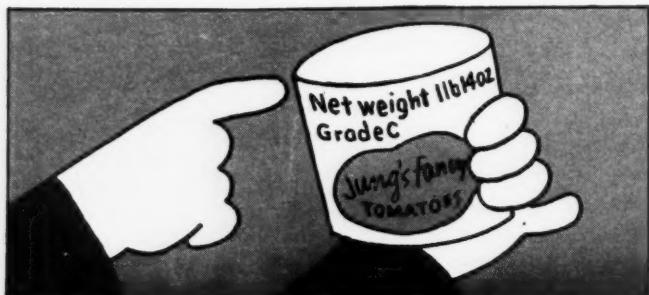
Thumbs down for Mrs. Hilda Heckler



TAKE his license away! Send him to jail! Who? What? That is Hilda Heckler, table pounding in the Office of the War Price and Rationing Board. Hilda's grocer, she claims, has busted clean through the price ceiling. Profiteer, that is what he is. But wait a minute. Hilda is notoriously trigger tempered. She never waits a second when she thinks she has caught someone. Whoosh, she goes steaming down the street to tell the Government about it. Stop to find out if her facts are right? Not Hilda.



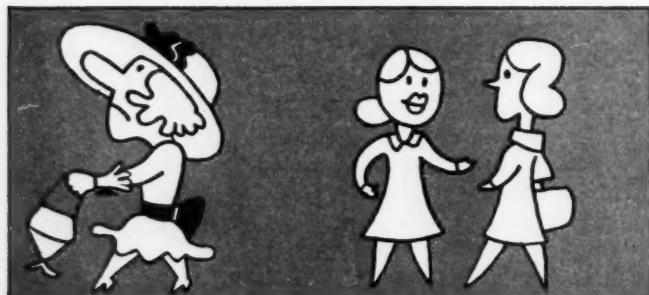
PUNISH him, shouts Mrs. Heckler. Please, Mrs. Heckler, on what did he overcharge you? Canned milk, that's what it was. This can of milk. He charged 2 cents a can more than the ceiling price. But, Mrs. Heckler, don't you know what is in the price control order? There is no ceiling on canned milk, so the grocer couldn't have violated the order. Besides if you thought he charged too much, why didn't you shop around and buy the milk some place else? You do not have to buy in any one store.



THINK that would stop Hilda? A sensible person would find out what was covered by the order and what not, but not Hilda. She was also overcharged for this can of tomatoes. Had she really been overcharged? Was this the same size can of tomatoes she bought last March? Was this the same quality of tomatoes she bought last March? How was Hilda to know? She should read the label and know the grade and the amount of tomatoes she bought last March, and compare the price then and now.



BUT nothing stops Hilda. She keeps on repeating that her grocer has been overcharging her on everything. Now, Mrs. Heckler, how do you know that? Have you kept any record of what you have been paying for food? No? Do you have written receipts showing the date, purchase price, amount, brand and quality? Hilda searches her crowded handbag. No, there's no record. Well, now, Hilda, what would you think of people who accuse you of doing things but can't produce proof that you do them?

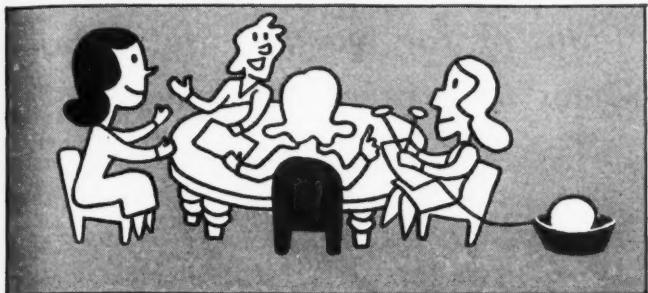


THE MAN in the War Price and Rationing Board is willing to hear Hilda out. What do her friends and neighbors say about the prices their grocers charge? Hilda doesn't talk to her neighbors about such things. Doesn't she belong to a club that discusses price control? No. That's too bad, because if Hilda did attend discussions on these problems or talk them over with her neighbors she could swap experiences, get to know the ceiling order, and save herself, her grocer, and her government a lot of bother.



IT'S TIME, now, to set Hilda straight. She went wrong 5 different ways, and here's where: First, she did not bother to find out what the price ceiling order is about. Second, she did not learn the exceptions to the order. Third, she did not read labels carefully so she could compare prices accurately. Fourth, she made charges about prices, but had no records to back them up. Fifth, she did not talk her buying problems over with her neighbors and friends before going to complain to the Government man.

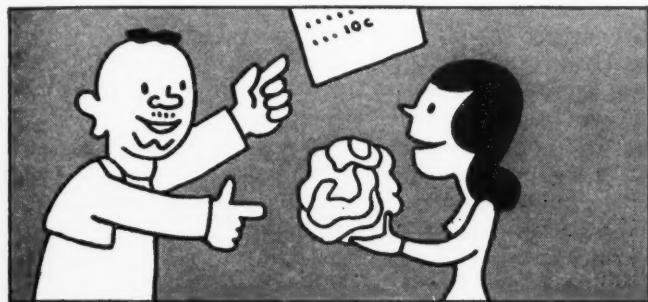
Thumbs up for Mrs. Sam Jones



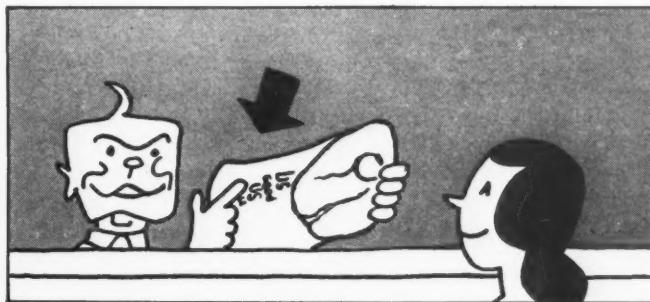
MRS. JONES and her friends think that being an American is serious business. When the Government announced the new price ceiling order and described how important it was to everyone, they decided to learn all they could about it, so they would know exactly what to do to make it work best. The price ceiling order won't work unless everyone knows just what it is about. If you want material for a discussion of the order, write to the Consumer Division, Office of Price Administration, Washington, D. C.



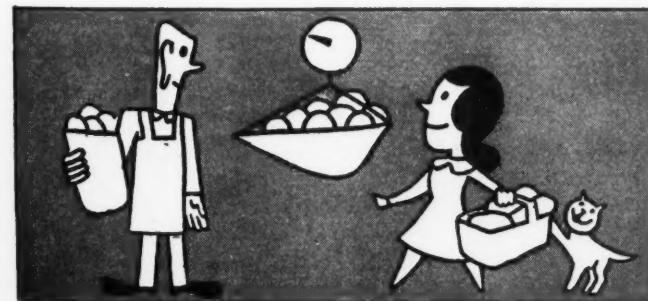
KNOWING about the price ceiling order helps Mrs. Jones when she goes shopping, too. She knows, for example, that ceiling prices must be posted on all cost-of-living commodities. They are posted to protect consumers and Mrs. Jones takes advantage of them. Before Mrs. Jones buys anything she looks at the ceiling price and compares it with the selling price. Selling prices may be less than the ceiling prices, but they must not be one cent more. She is careful to compare prices of the same things.



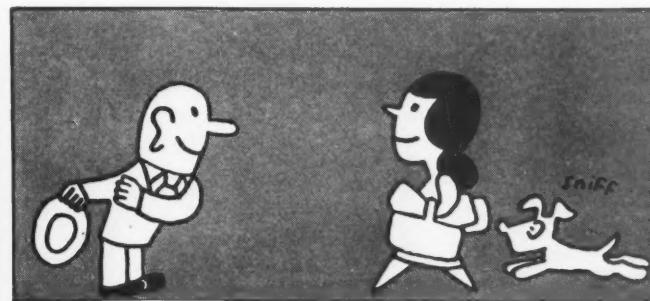
MRS. JONES should have remembered another point, but then she cannot be expected to remember everything. She is doing the proper thing anyway. She noticed cabbage had no ceiling price. Instead of rushing off to complain, she has asked her grocer why. The answer is because fresh fruits and vegetables do not have ceiling prices, first, because by law prices of some farm products may still go up some before a ceiling may be applied, and second, fresh fruit and vegetable prices vary with the seasons.



THE ceiling price on the roast is 38 cents a pound. "But is this the same quality of beef you sold back in March at 38 cents a pound?" Mrs. Jones asks. The butcher points to the grade stamp: "U. S. Good" quality. Now look at the price ceiling placard. It says "Chuck Roast, U. S. Good, 38 cents." "You know," the butcher explains, "when there are U. S. Government quality standards, and foods are graded and labeled according to those official standards, you can compare prices much more accurately."



"ANOTHER thing," the grocer adds, "when I put food on the scales you should look to see how much it weighs. Even without a price ceiling order that is important if you want to get your money's worth. But now under the price ceiling order it is doubly important. How can you know what quantity you get unless you watch the scales and read the labels?" Mrs. Jones knew that already. Both in buying and in keeping family records, she always notes the price, the quality, and the quantity of everything.



THE MAN in the office of the local War Price and Rationing Board really admires Mrs. Jones. He even stops to congratulate her. She knows the price order thoroughly; she shops carefully; she talks over questions with her grocer; she takes up buying problems with her consumer group. In fact, Mrs. Jones' club called his attention to a really important problem. When he gets a request for information or assistance from Mrs. Jones' club he is pleased because he knows they know what they are talking about.

Style trends—a la Washington

Government is gearing the clothing industry for wartime duty, but there will be room for your clothes whims to express themselves

STYLE makers of Victory fashions don't come from Paris these days. They are men on the War Production Board in Washington.

Their style motto is different, too. It is: simplify and conserve.

So they snip 3 to 4 inches off men's shirt-tails to save 12 million yards of goods. They take reinforced elbows off work shirts because Americans are rolling up their sleeves and don't need the extra goods on elbows. They outlaw zippers—except plastic or silver ones—to release metal for bullets and machines.

Paris designers had to depend on the whims of the trade to put across their clothes ideas, but these Government stylists issue orders that must be respected by manufacturers of fabrics and clothes. They must be respected because behind each order is the urgent need to save on materials, machines, and the time of workers.

Work clothes rate as a favorite with the WPB. Look for standardization in them. Not regimentation, but a few simple, basic styles, designed for safety, efficiency, and comfort. The men and women who wear them are important people, next in line after the Army, Navy, and Air Force. So there

hasn't been drastic trimming down of overalls and work shirts.

A few things have been lopped away: extra buckles, double pockets, triple stitching of seams, cuffs on pants, and not so many models for each type of garment. But 2.20 denim still goes into overalls and dungarees; drills and twills will be used for work pants; chambray and covert cloth for shirts; heavy corduroy for fall and winter garments. Priorities on these fabrics have been given to manufacturers of men's work clothes.

WOMEN'S WORK CLOTHES, TOO, WILL PROBABLY be much simplified. WPB orders on them are still to come. But already some factories provide their women workers with utility garments, cut on trim, mannish lines, to fit their jobs. When WPB gets around to drawing designs, you'll see what favorites slacks and jackets are. Work clothes designed by the Bureau of Home Economics of the U. S. Department of Agriculture are being widely adopted by manufacturers. You may see them in your department stores this summer.

Overalls for small boys and tiny girls are being sidetracked. The materials must go

first into work clothes for grownups. Overalls for 14- and 16-year-olds will be designed just like the grown-up sizes.

Styles in dress and street clothes for men, women, and children are allowed wide latitude. There is simplification, but no standardization, except that women's styles won't go out of date every few months.

The trim silhouette is here for the duration. Skirts will remain between 16 and 19 inches from the floor, and hems must have no more than a 2-inch turnup. Leg-of-mutton sleeves are out. So are sleeve cuffs, wide belts, fichus, boleros, redingotes, 3-piece suits. Skirts may be only just so wide, for each size; WPB has fixed the inches. Pleats and tucks will be allowed if they don't take up more material than permitted for the skirt width. Evening dresses may be 144 inches wide at the bottom, but no hoop skirts, hoods, or overskirts may be made.

Little girls' and misses' dresses will follow the same lines in simplicity. Their suits and play clothes must not have attached hoods, vests, suspenders, or scarves. Their slacks must be cuffless and bibless; their pockets without flaps; their jackets with no pleats or vents in back.

WHAT'S one pleat less when the saving, multiplied by millions, totals thousands of uniforms needed by our fighting men?

WAR styles are smart styles, for their trimness shows good design, along with conservation of material and labor in the making.

Pre-War



War



Pre-War



War



Men's trousers have also lost their cuffs. Two-trouser suits are banned, and so are full dress, cutaway, or double-breasted tuxedo coats. If a man buys a double-breasted street suit, he won't get a vest with it.

Boys' suits, jackets, and topcoats must not have hoods, scarves, hats, or mittens to match, except that a mackinaw or jacket may have an attached hood, if it is made without a collar. The same holds for ski or snow suits which may not have more than one pair of pants or leggings.

Metal hooks and eyes may be used only on certain materials and garments, and then only sparingly. Zippers are giving way to buttons.

Women will do without silk and nylon stockings, and wear serviceable rayon and cotton for work; lacey or mesh weaves for dress. Ankle socks and bare legs will be a good summer war style.

Foundation garments made of rubberized fabrics will contain more stiffened rayon or cotton twill and batiste. Bathing suits in cotton weaves, and in cotton or rayon jersey, will replace wool and lastex.

Hats and gloves will be made of fabrics. Sweaters will be crocheted of cotton and rayon jersey.

The fact that the army needs top grain sole leather for fighting feet won't leave civilians without shoes, but leather and fabrics not essential for military needs will be used for footwear. Shoes won't be standardized, since the machinery for making many different types already exists, and it would be too costly to convert it to standard production.

THE NET EFFECT OF ALL THIS WON'T MAKE us look as though we came from Mars. In fact, the curtailments have been made with an eye to smartness, and Americans may even look better-dressed than ever in Victory Fashions.

Materials have gone to war. There won't be as much new wool available. The kind you'll see will be fabrics woven of mixtures containing various fibers such as reused wool, reprocessed wool, rayon, and cotton. Mixed fibers will be woven into soft flannels, shetlands, or plaids, worsteds, twills, and tweeds. Rayon will go into herringbone and gabardine cloth, and cotton plaids and flannels are already swinging into popularity. Wool linings have been banned, and rayon and cotton are being used instead.

Technical experts are now studying merchandise demands, style trends, production facilities, labor supply, and transportation problems, in an effort to plan future output, so that at no time, regardless of what war

brings, will we be faced with complete lack of clothing or other necessary commodities.

In some fields, where duplication of types ties up machinery and creates its own little bottleneck, speed and efficiency are gained by cutting down the variety of articles produced to several basic types. This serves a double purpose. It wipes out the need for large inventories, and it increases the rate of output. Also, it makes lower prices possible, thereby directly helping consumers and the war effort.

For example, there are many different kinds of dress fabrics, created chiefly for style. The important features in many of these materials can be combined in just a few to cover

all our clothing needs and still permit dress-makers to produce flattering fashions. Although 10 dyes have been taken out of circulation for civilian use, there are still 1,500 you can have, in all shades of the rainbow, so that color need not necessarily be restricted in the new clothes. The best and fastest brown dyes have been turned over to army uniforms, but even browns will still be available during the war.

There is no need for consumers to accept dyed materials that are not as colorfast as formerly. The chemicals that make fast-color dyes or quick-fading dyes are essentially the same. While there isn't as large a quantity as before the war, that's no excuse for cheapening their quality, but rather gives manufacturers a challenge to maintain dye quality and save on use. Trade practice rules may appear, regulating the labeling of garments or materials as to colorfastness, giving the degree of fastness, and, telling if the dye is fast

to sun, water, and perspiration. Wise consumers, before they buy, always ask if dyed fabrics are colorfast to each of these, and get full instructions on the care of dyed fabrics.

Enough materials and equipment are available, too, to pre-shrink as much material as has ever been treated in this manner. Pre-shrinking is a good war conservation policy because if you have to throw away your clothes after you wash them, what good are they?

Pre-shrunk materials cost a trifle more. If you can't find pre-shrunk garments, allow for shrinkage by selecting a larger size.

Synthetics used to waterproof materials are used for ammunition, too, so take care of your raincoat. There will be waterproof work clothes, but certain types of shower curtains and fancy dress raincoats won't be on the priority list.

WHILE WPB IS CHANGING CIVILIAN GOODS to conserve war materials, it's up to consumers to conserve, too, by buying wisely, and by taking care of what they buy. If they insist on known quality standards, and on informative labels, and if they follow the directions on the labels, they will be serving their country and themselves.

Take shirts, for instance. Starching makes them wear out 50 to 80 percent faster than if they were laundered without starching.

"Here I am," said a WPB expert, "cutting off shirt tails to save 12 million yards, when consumers could save 3 times that much by proper laundering."

MEN'S trousers have lost their cuffs, women's clothes their fullness, so that our soldiers can be well-clad when they go off to war.

Pre-War



Howya feet, Buddy?

Are you putting them to work for Victory?



LONE Wolf can't have heard about the war. Seven o'clock in the morning he waves to his wife, gets in his car, presses the starter, and rolls off to work, no one sharing his front seat, his back seat as empty as a vacant stare. Sunday he drives the kids to the zoo, or 15 miles out into the country so they can see a moo-cow. Pay day night he shoves off in the motor for a meal in a drive-in restaurant. He gets in his car to drive 6 blocks for a pack of cigarettes and a Sunday paper, and he doesn't go to the movie unless he has to drive clear across town because it's awful hard for him to find fun close by.

Nor is Lone Wolf the only one alone. He's alone with a lot of other people. There

TRAVELING bags can block the war effort. War agencies stretch transportation facilities by cutting down and consolidating. You can help by vacationing at home, by foregoing unessential trips, and by traveling in the middle of the week if you must travel.

are women who go shopping during rush hours when they could just as well go downtown during the off-hours; children and adults who ride street cars and busses when they could walk; people who take up space on busses, trains, and planes making pointless visits that could go unmade; people who vacation 500 miles from home when they could have just as much vacation in their home town; men who have never bothered to master the few essentials of tire conservation.

Now you can't just line up Lone Wolf, his

kith and kin, and point fingers at them. At bottom they are Americans, and like many Americans they like a gamble. They've heard this and that about rubber and gasoline shortage, but because it hasn't been all this, or all that, they have been taking their chances.

You can't expect Lone Wolf to know that 9 out of every 10 pounds of the rubber we used to get came from lands that are now under control of our enemies. So they're out. And you can't expect him to know that

each battleship we build needs the rubber it takes to make all the tires—spares and all—for 2 thousand automobiles; that just an average sized tank uses enough rubber for 117 tires; that our allies, too, need vast tons of rubber if they are to keep rolling to Victory.

No, it's not Lone Wolf's fault, exactly. He's never been in a war before, so he doesn't realize yet that the kind of chances he takes in peacetime are dangerous—and dangerous to him—in wartime. Where there is a suspicion of shortage, there must be positive conservation. Not by somebody else, but by everybody.

And now the time has come when there can be no fooling about conserving cars and tires. All that we have are needed to get people from home to where the war is fought—in factories, on farms, at the front. Without transportation you can't get from here to Victory. Lone Wolf has transportation, and someone has to wake him up before he blows it in.

WHATEVER YOU AND YOU AND YOU CAN DO to wake up the Lone Wolves will make the job of the Office of Defense Transportation that much easier. That is the agency in Washington responsible for seeing that the wheels under war work keep moving. Like most of the other war agencies, it has a job that is impossible to accomplish unless 130 million Americans pitch in and help.

Somewhat it must get more than 100 million Americans with 200 million feet, with 28 million automobiles, umpteen million busses, trains, street cars, bicycles, boats, airplanes, trucks, horses and buggies, taxis, and motorcycles, all working together so that all the men and material that have to get from one place to another for Victory actually get there.

For automobiles it means: no empty seats, conservation of cars and tires, no needless driving.

For the mass transportation facilities it means leveling off the peak jams by: staggering plant shifts, changing school hours so the kids go after the rush and come home before it, changing the opening and closing hours for stores and offices, changing street car and bus schedules, lengthening the distance between bus and street car stops, eliminating duplicating runs, use of facilities by general public only during off-peak hours, greater use of trains from suburbs into town.

For the country as a whole this means car sharing can make the present rubber supply go 2 or 3 times as far as normally. Car sharing is like finding 2 extra sets of tires for your

car, or it is like making a present of 2 extra automobiles to everyone who now owns one automobile.

Pontiac, Michigan, has already set out to get the 2 extra sets of tires per car.

A city-wide campaign accomplished this within one month:

Raised the average riders per car from 1.4 persons to 2;

Cut the peak hour load on busses by a third;

Got children to walk to school (this reduced school bus passengers by 16.5 percent and traffic accidents by 12 percent);

Persuaded shopkeepers and offices to change their hours.

Pontiac's goal, however, has not been reached yet, that is, 4 passengers for every car.

A shipbuilding company in California employs 25 thousand workers. All but 5 percent of them drive their own cars, some of them from a distance of 60 miles. The average worker drives 25 miles a day to and from work. He spends 90 minutes a day driving. If he shifted to a bus or street car he would have to spend 2½ hours a day traveling if he could get on a bus or street car. When the company first looked into its transportation problem, it discovered that 1.6 men come to work in the average car. It also discovered the terrifying fact that one-fifth of all its highly skilled critical workers would

have to stop work if their tires gave out.

Tackling this problem, the company first began a man-to-man campaign to increase the number of passengers per car. Within a short time it boosted the 1.6 passengers per car to 2.4 riders. Its goal, too, is 4 riders per car. At the same time, it is planning house projects near the plant for its workers and it is building its own street car lines to the plants.

SOME HALF-HUNDRED WORKERS OF THE Department of Agriculture in Washington who live in Alexandria, 5 miles down the Potomac River from the Department, have shifted over from private automobile and bus to boat. Each morning they meet at a dock in Alexandria and from there they putt-putt up the river to a dock 2 blocks from where they work.

The War Production Drive Committee in a manufacturing plant in Pennsylvania has increased swap riding by one-third. The Committee prepared a large map showing where each employee in the plant lived. Each person driving a car was indicated on the map by a red tack. A white tack located the residence of each person using a car. Red and white tacks got together and formed car pools.

At an Ohio tractor company, a workers' transportation committee has organized a housing rental service as well as a car pooling

BUSES and street cars have a gigantic job now, carrying war workers to work. The faster tires and cars wear out, the greater the strain on public vehicles. You can help by making your car last 4 times its normal life, by driving to your job with 4 to the car instead of one.





RUBBER tire shortage and gasoline rationing have put many people back on their feet. By walking to work when you can, by walking to the movies, and to the park, and to the corner drug store you can help make the precious rubber stockpile do for the duration.

committee so that the workers are enabled to move to homes near their factory.

Workers in a Virginia shipyard operate a cooperative bus. The cooperative organization was formed among 10 to 50 workers. They made the down payment necessary to buy a bus and went to a bank for the rest of the purchase money. Payments and maintenance costs are paid off by regular bus fares.

Workers in a Pennsylvania plant petitioned a railroad to stop its express train to pick up workers in the morning and deliver them home in the evening.

The War Production Drive Committee in a certain town in California persuaded a plant to prepare 3 maps, one for each shift: the sunshine, the matinee, and the MacArthur shift. Each employee was given a tab on which to write his name, address, and other information about how he got to work. Tabs were stuck on the proper maps and car pools formed spontaneously.

AN OFFICE OF PRICE ADMINISTRATION employee in Washington, D. C., noticed that every morning someone from each apartment in his apartment building set out to work in the same general direction in his own car alone. On his own, he called a meeting in his apartment and arranged for car pooling that uses 4 automobiles each day instead of 16. Each person drives 3 other people to work for one week.

Neighbors in Bethesda, Maryland, looking toward the day when their tires are going to wear out, have already put their spare tires in a tire pool.

Fire houses in many cities have already erected bulletin boards where persons wishing to exchange rides can post their names, addresses, and places of work.

In some communities where mothers formerly took turns driving their children to school, they now take turns shepherding them along the sidewalk.

In rural communities farmers are pooling their shipments to town so that one truck goes to town full instead of 4 that used to go a quarter filled. Farm families also arrange to go to town together to shop in one car instead of 2 or 3 separate cars.

A group of workers living at some distance from each other far from the city drive their cars to a central pickup point where one of them takes them all to town. The rest of the cars are parked.

The ODT suggests that plants with parking areas for workers arrange for all the workers who live in a particular neighborhood to park in one section of the parking area. These areas then serve as a meeting place for swapriders.

One Detroit plant fines employees 10 cents for each empty seat in their cars. The money is turned over to the USO.

Another plant refuses to admit cars to its parking lot which are not loaded to capacity.

Employees of most Government departments in Washington, members of the United Automobile Workers of America, and employees in war plants throughout the country have set up committees to forward swapriding.

YOU DON'T HAVE TO WAIT FOR YOUR MAYOR to announce a war transportation program to begin to do your job on war transportation. You can organize a swapriding club immediately on your own block, in your own apartment house, in your trade union, your women's club, your office, or your factory.

You don't need anything more than you have now to organize your own swapriding club, but if you want information on how to work out swapriding on a grand scale through your union, your factory, or your civic organization, write to the Office of Defense Transportation, Division of Local Transport, Washington, D. C., and ask for the pamphlet on Conservation of Vital War Transportation. It's free.

HERE'S A CHECK LIST TO MEASURE YOUR habits to find out whether you have put your transportation on a war basis.

You never drive faster than 35 miles per hour. ()

You never jam on your brakes. ()

You take curves slowly. ()

You don't bump up against the curb when you park. ()

You check the air pressure in your tires once a week. ()

You keep your brakes equalized. ()

You check your wheel alignment once every 6 months. ()

You cross-swap your tires regularly using your spare in the rotation. ()

You inspect your tires for grease spots and wash them off with soap and water. ()

You repair cuts, leaks, breaks and bruises immediately. ()

You keep your car and tires under cover as much as possible. ()

You have organized a swapriding club, and you never drive your car to work unless it is full. ()

You have begun to organize a tire pool so that when you get down to 3 tires and your neighbor gets down to 3 tires you will have one car with 4 tires and 2 spares. ()

When you leave your car at home your family doesn't wear out the tires by driving needlessly during the day. ()

If you must use busses, trains, or planes, for pleasure, you use them during the middle of the week and not over the week end. ()

You plan to spend your vacation in your home town. ()

When you have picnics, you have them within walking distance of your home or in your back yard. ()

When you go to the movies, the drug store, to church or to meetings, you use public transportation or you walk. ()

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If you use your car to go shopping, you have organized a shopping pool so that 4 of you do your shopping at once in one car rather than in 4 cars. ()

If you live within walking distance of your grocery store, you go shopping with a baby carriage or an express wagon and not with the car. ()

If you have a bicycle, you either put it to good use yourself or you let someone else put it to good use. ()

You have joined a transportation committee in your community to look into ways of saving on rubber tires. ()

these meetings, leaders are encouraged to develop their own resources to organize neighborhood meetings and discussion groups, to seek the cooperation of helpful local papers. These neighborhood leaders also discuss ways and means of showing their neighbors how they might adjust their daily economies to conform to the program for the control of the cost of living. Leaders offer suggestions on how they can assure themselves that every neighbor would be given information and help, and also how they can bring back to community committeemen the reactions of their neighbors and the difficulties these might have to meet. So the system is democratic, 2-way, not bureaucratic, superimposed, and by June 15, an estimated 500,000 neighborhood leaders will be at work in every last hollow carrying the message in the President's program, and explaining its import.

Similarly during the spring, especially in the Southern States, neighborhood leaders carried the message, the need for building health, and increasing food supplies through having more and better farm gardens. These leaders did much to make it possible to come near the goal of 5,760,000 farm gardens in 1942.

The Extension Services through this neighborhood leader system cooperate to the fullest with State and county U. S. Department of Agriculture War Boards, carrying to the people information which the Department War Boards consider important on the agricultural front. They also work closely with State and county councils of defense and with many other Federal, State, and purely local agencies and organizations, seeking to effectuate needed war programs in rural areas.

So important is this job of giving and getting information, that a special conference was held in Washington in March 1942 to plan on perfecting its technique. Extension Service workers and rural specialists from several States met with the Federal Extension Service staff to draw up a blueprint. It is that blueprint that is coming to life now in neighborhoods all over the country which had never before had a close tie-in with their Government in Washington.

This neighborhood leadership system provides a swift personal channel of information between war headquarters in Washington and Mr. and Mrs. Rural America, but it isn't the only line. Other wires of communication are red hot, too. The U. S. Department of Agriculture on a national scale uses the radio, newspapers, publications, motion pictures, and exhibits. Close coordination of all Department agencies is maintained so that

the messages given to rural people by their local representatives supplement and strengthen each other. State and local Extension Service agencies send news bulletins to local radio stations and to home town newspapers. Community committees get in touch with people through 4-H clubs, women's clubs, town meetings, schools, churches, farm and other community organizations.

BUT TO BE SURE EVERY LAST MAN AND woman in rural America gets the message, the neighborhood leader does the job. Out in Hollow Junction, Mrs. Reynolds and Sam Weeks take control. They get a request: "Tell your neighbors about the new price ceilings." They read the story about price ceilings, then out comes their list of 20 neighbors. First, Mrs. Reynolds has a session on the telephone. And if anyone listens in on the party line, it's okay. The more who hear, the better. She covers 8 families this way.

Next she walks down to the doctor's. He'll be going out Jed Peters' way in a day or so, and he can carry the news.

That makes 9 families. Sam Weeks, at his grocery store, will talk to at least 6 others, leaving 5 to go. Two of these families attend his church, and he'll see them on Sunday. But for the last 3, Mrs. Reynolds has a system that works fine. Her daughter, Susan, goes to school with the girls in these 3 families. Susan carries a message to the girls asking somebody in the family to drop by the Reynolds' farm in the next day or two, if they can, because Mrs. Reynolds has news for them.

So the word gets around, one way or another. Usually it takes 3 or 4 days, but when Ma thinks an order needs hurry-up action, she rounds up her folks in 24 hours.

In a pinch, Mrs. Reynolds can throw a saddle on the family horse and trot out to every last family in the circuit. Frequently she will give her folks a leaflet or a card outlining briefly and simply the facts she has presented. Or she may ask them to give her suggestions and information, thus stimulating discussion and active local participation in the effort.

If Paul Revere could do it, so can Mrs. Reynolds.

PHOTOGRAPHS in this issue: Cover, Extension Service; p. 2, Farm Security Administration; p. 3, Ext.; p. 4, U. S. D. A. Office of Information; p. 5, Ext.; pp. 10 and 11, Office for Emergency Management; pp. 12 and 13, FSA; p. 14, Agricultural Adjustment Agency.

One Million Paul Reverses

Concluded from page 5

the natural neighborhood lines. Neighbors, in any case, must be families living within fairly easy walking distance from each other, and must have at least one social bond between them. If more than 20 families come within such a social grouping, more than 2 leaders must be chosen. If a neighborhood includes only 8 families, it must still have its 2 leaders.

Neighborhood leaders are a man and a woman. County leaders, likewise, are one man and one woman. In this war, women are as essential home front fighters as the men. There are home gardens to be grown, household equipment to be salvaged, understanding of price control orders developed. Leaders may be nonfarm people, the local doctor, school teacher, or minister, and the wives of these men, although, naturally, farm people predominate. It doesn't matter much what profession the leaders work at so long as they are recognized and accepted as people to whom others turn for help, and who know how to get local jobs done well and done quickly.

HERE'S HOW THE PLAN WORKS. RECOGNIZING how much the President's 7-point program for the control of the cost of living meant to rural families, 11 regional conferences of State directors of Extension, supervisors of county extension agents, extension economists and editors, were held in cooperation with the Office of Price Administration in May. The program was discussed at these conferences, and an educational program developed. The various State Extension Services figured up the number of neighborhood leaders who would be enrolled and trained to carry the meaning of this program to every rural family by June 15. State, district, and local conferences of leaders were arranged for, to help them understand the points. In

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Consumers' Guide

JULY 1942

VOLUME VIII, NUMBER 16

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at 12:30 P. M., E. W. T.*

Secretary of Agriculture Claude R. Wickard talks to farmers and homemakers about wartime problems, on the FARM AND HOME HOUR, over stations associated with the Blue Network.

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